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AMENDMENTS TO THE CLAIMS

(Currently Amended) A method comprising:

ceiving a plurality of bids amount at a processor, each of the bids comprising a bid amount

ssociating the received bids amount with [[a]] time or [[a]] location factors and storing the bids an associated time or location factors in a memory;

etermining content to be for display[[ed]] based on the time or the location factors;

mking the plurality of bids based on a comparison of the bid amounts using the processor;

mking the selecting content for display on a user terminal based on the ranking of the bids. bid an int for subsequent display of the content in a rank pattern determined according to the rank of the content.

. (Original) The method of claim 1, wherein the content is a set of products.

. (Original) The method of claim 1, wherein the content is a set of sellers.

. (Original) The method of claim 1, wherein time is one of a date, hour of day, and day of week.

. (Previously Presented) The method of claim 1, further comprising:

eterrining an advertisement to be displayed based on a set of factors; and displaying the advert ment with the content.

. (Original) The method of claim 1, further comprising:

btaining a bid from a client through a web based interface.

. (Original) The method of claim 1, further comprising:

lisplaying content that has a correlated location, the correlated location within a defined

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distanc from a customer.

 (Or ginal) The method of claim 1, further comprising:

spla /ing content that has a correlated location that is a geographic region which a

custom is within.

 (Or ginal) The method of claim 1, wherein the displaying of the content is through one of

an inte: :ti ve television system, web appliance, computer system and wireless device.

). (Original) The method of claim 9, wherein the interactive television system utilizes a

simpli. d na'igation system.

 1. (Currently Amended) A machine-readable medium that provides instructions, whic 1

when «: :cuted by a machine cause the machine to perform operations comprising:

:c:iving a <u>plurality of</u> bids ~~amount~~ at a processor, each of the bids comprising a bid

amour

ssociating the received bid<u>s</u> ~~amount~~ with [[a]] time or [[a]] location factor<u>s and storing, the</u>

bids a <u>asso ciated time or location factors in a memory</u>;

eterr ining content ~~to be~~ <u>for</u> display[[ed]] based on the time or the location factor<u>s</u>;

<u>inkir g the plurality of bids based on a comparison of the bid amounts using the proces̲sor</u>;

~~inkir g the~~ <u>selecting</u> content <u>for display on a user terminal</u> based on the <u>ranking of the bids.</u>

~~bid an int for subsequent display of the content in a rank pattern determined according to the rank~~

~~of the nten.~~

 2. (Criginal) The machine-readable medium of claim 11, wherein the content is a set of

produ: .

 3. (Criginal) The machine-readable medium of claim 11, wherein the content is a set of

sellers

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4. (Original) The machine-readable medium of claim 11, wherein time is one of a date, hour o ay, and day of week.

5. (Original) The machine-readable medium of claim 11, which provides further instruc ms which when executed cause the machine to perform operations further comprising etermining an advertisement to be displayed based on the set of factors; and isplaying the advertisement with the content.

6. (Previously Presented) The machine-readable medium of claim 11, which provides further istructions which when executed cause the machine to perform operations further compri ng:

btaining a bid from a client through a web based interface.

7. (Previously Presented) The machine-readable medium of claim 11, which provides further istructions which when executed cause the machine to perform operations further compri ng:

isplaying content that has a correlated location, the correlated location within a defined distan from a customer.

8. (Previously Presented) The machine-readable medium of claim 11, which provides furthe istructions which when executed cause the machine to perform operations further compi ng:

ispleying content that has a correlated location that is a geographic region which a custor r is within.

9. (Previously Presented) The machine-readable medium of claim 11, which provides furthe istructions which when executed cause the machine to perform operations further compi ng displaying of the content through one of a web appliance, computer system, wireless

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vice ar interactive television system.

). (Original) The machine-readable medium of claim 19, wherein the interactive television system ilizes a simplified navigation system.

1. (Withdrawn) A method comprising:
spla ing a set of navigation options through an interactive television channel;
nking navigation options based on a one of merchant feedback and user feedback; and
ranging navigation options based on ranking.

2. (Withdrawn) The method of claim 21, further comprising:
etermining a placement of a matrix layer of a navigation interface based on ranking.

3. (Previously presented) The method of claim 1, further comprising:
acking user navigation for a pay by performance system.

4. (Previously presented) The method of claim 1, wherein ranking the content is part of a bid for lacement system.

5. (Previously Presented) The method of claim 1, wherein the request for content is a key word s rch.

6. (Previously presented) The machine readable medium of claim 11, providing further instruc ons, which when executed by a machine cause the machine to perform operations compr ng:
acki g user navigation for a pay for performance system.

7. (Previously presented) The machine readable medium of claim 11, wherein ranking the conter s part of a hide for placement system.

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3. (Previously presented) The machine readable medium of claim 11, wherein the request
for cor nt is a key word search.

9. (Withdrawn) A method for automated content placement in a navigational hierarchy
compr ng:

:ceiving a bid for association of content with a keyword or category;

mking the bid based on a comparison of the amount of the bid to a previously receivec. bid
associa d wi·h the keyword or category; and

etermining a position for display of the content in the navigational hierarchy based on the
rankin:

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